

MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI

Centre for Distance and Online Education

SCHEME OF EXAMINATIONS – Online Learning

UG COURSES (New Syllabus)

(Those who's joined from the Academic Year 2023-2024)

B.B.A FIRST SEMESTER

	Subject Code	Subjects	Credit	Internal	External	Total
I	HJ1TL11/ HJ1ML11/ HJ1HD11	Pothu Tamil-I-Tamil Ilakkiya Varalaru-I / Malayalam / Hindi	3	25	75	100
II	HJ2EN11	General English-I	3	25	75	100
III	HJMBA11	Principles of Management	5	25	75	100
III	HJMBA12	Accounting for Management-I	5	25	75	100
III	HJEBA11	Managerial Economics	3	25	75	100
IV	HJSBA11	Basics of Event Management	2	25	75	100
IV	HJFBA11	Managerial Communication	2	25	75	100
TOTAL Credit			23			

B.B.A SECOND SEMESTER

	Subject Code	Subjects	Credit	Internal	External	Total
I	HJ1TL21/ HJ1ML21/ HJ1HD21	Pothu Tamil - II Tamil Ilakkiya Varalaru-II / Malayalam / Hindi	3	25	75	100
II	HJ2EN21	General English – II	3	25	75	100
III	HJMBA21	Organizational Behaviour	5	25	75	100
III	HJMBA22	Accounting for Management - II	5	25	75	100
III	HJEBA21	Business Regulatory Frame Work	3	25	75	100
IV	HJSBA21	Managerial Skill Development	2	25	75	100
IV	HJSBA22	Business Etiquette and Corporate Grooming	2	25	75	100
TOTAL Credit			23			

B.B.A THIRD SEMESTER

	Subject Code	Subjects	Credit	Internal	External	Total
I	HJ1TL31/ HJ1ML31/ HJ1HD31	Pothu Tamil - III Tamilaga Varalarum Panpadum Panpadum / Malayalam / Hindi	3	25	75	100
II	HJ2EN31	General English – III	3	25	75	100
III	HJMBA31	Marketing Management	5	25	75	100
III	HJMBA32	Financial Management	5	25	75	100
III	HJEBA31	Business Statistics	3	25	75	100
IV	HJSBA31	Computer Application in Business	1	25	75	100
IV	HJNBA31	New Venture Management	2	25	75	100
IV	HJEVS31	Environmental Studies	2	25	75	100
TOTAL Credit			24			

B.B.A FOURTH SEMESTER

	Subject Code	Subjects	Credit	Internal	External	Total
I	HJ1TL41/ HJ1ML41/ HJ1HD41	Pothu Tamil - IV Tamilum Ariviyalum / Malayalam / Hindi	3	25	75	100
II	HJ2EN41	General English – IV	3	25	75	100
III	HJMBA41	Business Environment	5	25	75	100
III	HJMBA42	Human Resource Management	5	25	75	100
III	HJEBA41	Operations Research	3	25	75	100
IV	HJSBA41	Tally	1	25	75	100
IV	HJNBA41	Intellectual Property Rights	2	25	75	100
IV	HJVBE41	Value Based Education	2	25	75	100
TOTAL Credit			24			

B.B.A FIFTH SEMESTER

	Subject Code	Subjects	Credit	Internal	External	Total
III	HJMBA51	Management Information System	4	25	75	100
III	HJMBA52	Research Methodology	4	25	75	100
III	HJMBA53	Production and Materials Management	4	25	75	100
III	HJMBA54	Artificial Intelligence in Business	4	25	75	100
III	HJEBA51	Financial Services	3	25	75	100
III	HJEBA52	Consumer Behavior	3	25	75	100
IV	HJNBA51	Fundamentals of Fin tech	3	25	75	100
TOTAL Credit			25			

B.B.A SIXTH SEMESTER

	Subject Code	Subjects	Credit	Internal	External	Total
III	HJMBA61	Entrepreneurial Development	4	25	75	100
III	HJMBA62	Strategic Management	4	25	75	100
III	HJMBA63	Services Marketing	4	25	75	100
III	HJEBA61	E- Business	3	25	75	100
III	HJEBA62	Business Taxation	3	25	75	100
IV	HJNBA61	Quantitative Aptitude	3	25	75	100
TOTAL Credit			21			



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI

UG PROGRAMMES



(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023 – 2024)

1. PART I - LANGUAGES

Semester	Course	Title of the Course	Course Code	Course Type
I	Tamil	Pothu Tamil - I - Tamiliyal Kalvi Adhara Valankal (B.ATAMIL)	HJ1TA11	Theory
		Pothu Tamil-I-Tamil Ilakkiya Varalaru - I (for others)	HHJ1TL11	Theory
	Hindi	Hindi ka Samanya Gyan, Vyakaranaur Nibandh	HJ1HD11	Theory
	Malayalam	Paper I-Prose ,Composition and Translation	HJ1MY11	Theory

பொதுத்தமிழ் -1
தமிழ் இலக்கிய வரலாறு -1

அலகு- 1	தமிழ் இலக்கிய, இலக்கண வரலாறு அறிமுகம்.
	1. இலக்கணம்; அ.தொல்காப்பியம், இறையனார் களவியல் உரை , நம்பியகப் பொருள், புறப்பொருள் வெண்பா மாலை, நன்னூல், தண்டியலங்காரம், யாப்பருங்கலக்காரிகை- நூல்கள் ஆ.மொழிப் பயிற்சி- ஒற்றுப்பிழை தவிர்த்தல் • வல்லினம் மிகும் இடங்கள் • வல்லினம் மிகா இடங்கள் • ஈரொற்று வரும் இடங்கள் • ஒரு, ஓர் வரும் இடங்கள் • அது, அஃது வரும் இடங்கள் • தான், தாம் வரும் இடங்கள் பயிற்சி : வல்லினம் மிகும் இடங்கள், மிகா இடங்கள் தவறாக வரும்வகையில் ஒரு பத்தி கொடுத்து ஒற்றுப் பிழை திருத்தி எழுதச் செய்தல். 2. சங்க இலக்கியம் - எட்டுத்தொகை, பத்துப்பாட்டு 3. அற இலக்கியம்-பதினெண்கீழ்கணக்கு நூல்கள் 4. காப்பிய இலக்கியம் - ஐம்பெருங் காப்பியங்கள், ஐஞ்சிறு காப்பியங்கள், சமயக் காப்பியங்கள் 5. க்தி இலக்கியமும் (பன்னிரு திருமுறைகள், நாலாயிர திவ்விய ' பிரபந்தம் -- பகுத்தறிவு இலக்கியமும் (சித்தர் இலக்கியங்கள், புலவர் குழந்தையின் இராவண காவியம்)
அலகு- 2	சங்க இலக்கியம்
	எட்டுத்தொகை ;எ 1. நற்றிணை-முதல் பாடல் -நின்ற சொல்லர் 2. குறுந்தொகை 3 ஆம் பாடல் -நிலத்தினும் பெரிதே 3. ஐங்குறுநூறு -நெல் பல பொலிக! பொன் பெரிது சிறக்க!' (முதல் பாடல்)- வேட்கைப் பத்து 4. கலித்தொகை- 51 - சுடர்த்தொடிக் கேளாய் -குறிஞ்சிக் கலி 5. புறநானூறு -189 தென்கடல் வளாகம் பொதுமையின்றி, நாடா கொன்றோ -187 பத்துப்பாட்டு; 1. முல்லைப்பாட்டு (முழுவதும்)

அலகு- 3	அற இலக்கியம்
1.திருக்குறள் -அறன் வலியுறுத்தல் அதிகாரம் 2.நாலடியார்-பாடல்: 131 (குஞ்சியழகும்) 3.நான்மணிக்கடிகை-நிலத்துக்கு அணியென் 4. ழமொழி நானூறு- தம் நடை நோக்கார் 5.இனியவை நாற்பது- 37. இளமையை மூப்பு என்று	
அலகு- 4	காப்பிய இலக்கியம்
1. சிலப்பதிகாரம் – வழக்குரைகாதை 2. மணிமேகலை- பாத்திரம் பெற்ற காதை 3. பெரியபுராணம் - பூசலார் நாயனார்புராணம் 4. கம்பராமாயணம்- குகப் படலம் 5. சீறாப்புராணம் – மானுக்குப் பிணை நின்ற படலம் 6. இயேசு காவியம் -ஊதாரிப்பிள்ளை	
அலகு- 5	பக்தி இலக்கியமும், பகுத்தறிவு இலக்கியமும்
பக்தி இலக்கியம்; 1. திருநாவுக்கரசர் தேவாரம் - நாமார்க்கும் குடியல்லேம் எனத் தொடங்கும் பாடல் மட்டும் 2. மாணிக்கவாசகர் திருவாசகம் - நமச்சிவாய வாஅழக நாதன்தாள் வாழக முதல் சிரம்குவிவார் ஓங்குவிக்கும் சீரோன் கழல் வெல்க வரை 3. பொய்கையாழ்வார்-வையந் தகளியா வார்கடலே 4. பூதத்தாழ்வார்-அன்பே தகளியா 5. பேயாழ்வார்-திருக்கண்டேன் பொன்மேனி கண்டேன் 6. ஆண்டாள் – திருப்பாவை மார்கழித் திங்கள் (முதல் பாடல்) பகுத்தறிவு இலக்கியம்; • திருமூலர் – திருமந்திரம் (270,271, 274, 275 285) • ட்டினத்தார் -திருவிடை மருதூர் (காடே திரிந்து – எனத் தொடங்கும் பாடல் ா.எண் ;.279, 280) • கடுவெளி சித்தர் - பாபஞ்செய் யாதிரு மனமே (பாடல் முழுவதும்) • இராவண காவியம் – தாய்மொழிப் படலம் - 18. ஏடுகை யில்லா ரில்லை முதல் - 22. செந்தமிழ் வளர்த்தார். வரை	



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES



(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023–2024)

2. PART II - English

Semester	Course	Title of the Course	Course Code	Course Type
I	English	General English -I	HJ2EN11	Theory

GENERAL ENGLISH - I

Unit	Unit Title & Text
I	SELF-AWARENESS(WHO)&POSITIVE THINKING(UNICEF) Life Story 1.1 Chapter 1 from Malala Yousafzai, I am Malala 1.2 An Autobiography or The Story of My Experiments with Truth (Chapters 1, 2 & 3) M.K.Gandhi Poem 1.3 Where the Mind is Without Fear – Gitanjali 35 – Rabindranath Tagore 1.4 Love Cycle – Chinua Achebe
II	EMPATHY Poem 2.1 Nine Gold Medals – David Roth 2.2 Alice Fell or poverty – William Wordsworth Short Story 2.3 The School for Sympathy – E.V. Lucas 2.4 Barn Burning – William Faulkner
III	CRITICAL & CREATIVE THINKING Poem 3.1 The Things That Haven't Been Done Before – Edgar Guest 3.2 Stopping by the Woods on a Snowy Evening – Robert Frost Readers Theatre 3.3 The Magic Brocade – A Tale of China 3.4 Stories on Stage – Aaron Shepard (Three Sideway Stories from Wayside School" by Louis Sachar)

IV	Part of Speech 4.1 Articles 4.2 Noun 4.3 Pronoun 4.4 Verb 4.5 Adverb 4.6 Adjective 4.7 Preposition
V	Paragraph and Essay Writing 5.1 Descriptive 5.2 Expository 5.3 Persuasive 5.4 Narrative Reading Comprehension
Recommended Text (Latest Editions)	
1	MalalaYousafzai. I am Malala, Little, Brown and Company, 2013
2	M.K. Gandhi. An Autobiography or The Story of My Experiments with Truth (Chapter – I), Rupa Publications, 2011.
3	Rabindranath Tagore. "Gitanjali 35" from Gitanjali (Song Offerings): A Collection of Prose Translations Made by the Author from the Original Bengali. MacMillan, 1913.
4	N.Krishnasamy. Modern English: A Book of Grammar, Usage and Composition Macmillan, 1975.
5	Aaron Shepard. Stories on Stage, ShepardPublications, 2017.
6	J.C. Nesfield. English Grammar Composition and Usage, Macmillan, 2019.

3. Principles of Management

UNIT	CONTENT
I	Management: Importance – Definition – Nature and Scope of Management - Process – Role and Functions of a Manager–Levels of Management – Development of Scientific Management and other Schools of thought and approaches.
II	Planning: Nature – Importance – Forms – Types – Steps in Planning – Objectives – Policies – Procedures and Methods – Natures and Types of Policies – Decision – making – Process of Decision–making –Types of Decision.
III	Organizing: Types of Organizations – Organization Structure – Span of Control and Committees – Departmentalization – Informal Organization– Authority – Delegation – Decentralization–Difference between Authority and Power–Responsibility.
IV	Direction – Nature and Purpose. Co- ordination – Need, Type and Techniques and requisites for excellent Co-ordination – Controlling – Meaning and Importance – Control Process.
V	Definition of Business ethics - Types of Ethical issues -Role and importance of Business Ethics and Values in Business - Ethics internal - Ethics External – Environment Protection – Responsibilities of Business.
Recommended Text	
1	JAF Stoner, Freeman R.E and Daniel R Gilbert “Management”, 6thEdition, Pearson Education, 2004.
2	Griffin,T.O., Management, Houghton Mifflin Company, Boston, USA, 2014.
3	Stephen A. Robbins & David A. Decenzo & Mary Coulter, “Fundamentals of Management” 7thEdition,PearsonEducation, 2011
4	Stoner, Freeman, Gilbert Jr. (2014). Management (6thedition), New Delhi: Prentice Hall India.
5	Robbins,S., Coulter,M., Sidani,D., and Jamali,D., Management: Arab World Edition, Pearson,2014.

4. Accounting for Management I

UNIT	CONTENT
I	Meaning and scope of Accounting, Basic Accounting Concepts and Conventions – Objectives of Accounting – Accounting Transactions – Double Entry Book Keeping – Journal, Ledger, Preparation of Trial Balance.
II	Subsidiary book – Preparation of cash Book–Bank reconciliation statement – Rectification of errors– Suspense account.
III	Preparation of Final Accounts – Adjustment – Closing stock, outstanding, prepaid and accrued, depreciation, bad and doubtful debts, provision and discount on debtors and creditors, interest on drawings and capital.
IV	Hire Purchase System – Default and Repossession – Hire Purchase Trading Account –Installment System.
V	Single Entry – Meaning, Features, Defects, Differences between Single Entry and Double Entry System – Statement of Affairs Method – Conversion Method.
Recommended Text	
1	Goel. D. K and Shelly Goel, 2018, Financial Accounting, Arya Publications, 2nd edition.
2	Jain.S.P & Narang .K, 1999, Financial Accounting, Kalyani Publishers, Ludhiana, 4th edition
3	Rakesh Shankar.R & Manikandan.S, Financial Accounting, SCITECH, 3rd edition.
4	Shukla & Grewal, 2002, Advanced Accounting, Sultan Chand & Sons, New Delhi, 15th edition.
5	TulsianP.C., 2006,FinancialAccounting,Pearson Education

5. Managerial Economics

UNIT	CONTENT
I	Nature and scope of managerial economics – definition of economics – important concepts of economics – relationship between micro, macro and managerial economics – nature and scope – objectives of firm.
II	Demand analysis – Theory of consumer behavior – Marginal utility analysis – indifference curve analysis Meaning of demand – Law of demand – Types of demand- Determinants of demand – Elasticity of demand – Demand forecasting.
III	Production and cost analysis – Production – Factors of production – production function – Concept – Law of variable proportion – Law of return to scale and economics of scale – cost analysis – Different cost concepts – Cost output relationship short run and long run– Revenue curves of firms– Supply analysis.
IV	Pricing methods and strategies – Objectives – Factors – General consideration of pricing–methods of pricing – Dual pricing– Priced is crimination.
V	Market classification – Perfect competition–Monopoly – Monopolistic competition– Duopoly– Oligopoly
Recommended Text	
1	Journal of Economic Literature – American Economic Association
2	Arthasastra Indian Journal of Economics & Research
3	Mithani D.M.(2016) –Managerial Economics –Himalaya Publishing House – Mumbai
4	Indian Economic Journal / Sage Publications
5	Mehta P.L (2016) – Managerial Economics – Sultan Chand & Sons – New Delhi

6. Basic of Event Management

UNIT	CONTENT
I	Introduction: Event Management – Definition, Need, Importance, Activities.
II	Concept and Design of Events: Event Co-ordination, Developing & Evaluating event concept –Event Design
III	Event Feasibility: Resources – Feasibility, SWOT Analysis
IV	Event Planning & Promotion –Marketing & Promotion – 5Ps of Event Marketing – Product, Price, Place, Promotion, Public Relations.
V	Event Budget – Financial Analysis – Event Cost – Event Sponsorship
Recommended Text	
1	Event Management: A Booming Industry and an Eventful Career by Devesh Kishore, Ganga Sagar Singh – Har – Anand Publications Pvt.Ltd.
2	Event Management by Swarup K. Goyal – A dhyayan Publisher - 2009
3	Event Management & Public Relations by Savita Mohan- Enkay Publishing House
4	EventPlanning-Theultimateguide-PublicRelationsbyS.J.SebellinRoss
5	Event Management By Lynn Van Der Wagen & Brenda R Carlos, Pearson Publishers

7. Managerial Communication

UNIT	Details
I	Definition–Methods–Types–Principles of effective Communication – Barriers to Communication – Communication etiquette.
II	Business Letter – Layout - Kinds of Business Letters: application, offer, acceptance / acknowledgement and promotion letters. Business Development Letters – Enquiry, replies, Order, Sales, circulars, Grievances.
III	Interviews - Direct, telephonic & Virtual interviews – Group discussion –Presentation skills – body language
IV	Communication through Reports – Agenda –Minutes of Meeting – Resume Writing.
V	Modern Forms of Communication: podcasts, Email, virtual meetings – Websites and their use in Business – social media-Professional Networking sites.
Recommended Text	
1.	Krishan Mohan & Meena Banerji, Developing Communication Skills, Macmillan India Ltd,2008
2.	Mallika Nawal – Business Communication– CENGAGE
3.	Bovee, Thill, Schatzman, Business Communication Today – Pearson Education Private Ltd – New Delhi.
4.	Michael Brown, Making Presentation Happen, Allen & Unwin, Australia, 2008
5.	Sundar K.A, Business communication Vijay Nicoleim prints Pvt. Ltd., Chennai.



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES



(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023 – 2024)

PART I - LANGUAGES

Semester	Course	Title of the Course	Course Code
II	Tamil	தமிழ் மொழி அமைப்பியல்	HJ1TA21
		தமிழ் இலக்கிய வரலாறு – II	HJ1TL21
	Hindi	Kahani, Ekanki aur Vyakran	HJ1HD21
	Malayalam	Office Communication Malayalam	HJ1MY21

தமிழ் இலக்கிய வரலாறு – II

அலகு-1	தமிழ் இலக்கிய வரலாறு அறிமுகம்.
1. சிற்றிலக்கியம்; குறவஞ்சி, கலம்பகம், உலா, பரணி, பள்ளு, பிள்ளைத்தமிழ், தூது, அந்தாதி. 2. தனிப்பாடல் அறிமுகம் 3. இக்கால இலக்கியம் ;கவிதை, சிறுகதை,நாடகம், உரைநடை. , திராவிட இயக்கம் வளர்த்த தமிழ்.	
அலகு-2	சிற்றிலக்கியக்கமும்,தனிப்பாடலும்
சிற்றிலக்கியம்; • கலிங்கத்து பரணி- விருந்தினரும் வறியவரு நெருங்கி யுண்ணரும் - முதல் - கேட்பாரைக் காண்மின் காண்மின் - வரை • திருக்குற்றாலக் குறவஞ்சி - வானரங்கள் கனிகொடுத்து • முக்கூடற் பள்ளு - ஆற்று வெள்ளம் நாளை வரத் • அபிராமி அந்தாதி- கலையாத கல்வியும் குறையாத வயதும் (பதினாறு செல்வங்கள்) • திருவரங்கக் கலம்பகம் – மறம் -பிள்ளைப் பெருமாள் ஐயங்கார்-பேசுவந்த தூத செல்லரித்த ஓலை செல்லுமோ • தமிழ்விடு தூது முதல் பத்து கண்ணிகள் தனிப்பாடல்; • வான்குருவி யின்கூடு -ஒளவையார் • ஆமணக்குக்கும் யானைக்கும் சிலேடை ;முத்திருக்கும் கொம்பசைக்கும் மூரித்தண் டே - காளமேகப் புலவர் • இம்பர் வான் எல்லை இராமனையே பாடி -வீரராகவர் • நாராய் நாராய் -சத்தி முத்தப் புலவர்	
அலகு-3	இக்கால இலக்கியம்- 1
1. பாரதியார் பாரத சமுதாயம் வாழ்கவே 2. பாரதிதாசன் - சிறுத்தையே வெளியில் வா 3. நாமக்கல் கவிஞர்-கத்தியின்றி 4. தமிழ் ஒளி – மீன்கள் (அந்தி நிலா பார்க்க வா) 5. ஈரோடு தமிழன்பன் – எட்டாவது சீர் (வணக்கம் வள்ளுவ) சிறுகதைகள்;_ 1. புதுமைப்பித்தன் - கடிதம் 2. ஜெயகாந்தன் -வாய்ச் சொற்கள் (மாலை மயக்கம் தொகுப்பு) 3. ஆர். குடாமணி - அந்நியர்கள் உரைநடை ; 1. மு வ கடிதங்கள் - தம்பிக்கு நூலில் முதல் இரண்டு கடிதங்கள்	
அலகு-4	இக்கால இலக்கியம்- 2
1. தந்தை பெரியார் – திருக்குறள்(மாநாட்டு) உரை	

2. பேரறிஞர் அண்ணா – இரண்டாம் உலகத் தமிழ் மாநாட்டு உரை

3. கலைஞர் மு. கருணாநிதி – தொல்காப்பிய பூங்கா –எழுத்து -முதல் நூற்பா கட்டுரை

நாடகம் / திரைத்தமிழ் :

1. வேலைக்காரி –திரைப்படம்

2. ராஜா ராணி -சாக்ரடீஸ் -ஓரங்க நாடகம்

இதழியல் தமிழ் ;

முரசொலி கடிதம்

- செம்மொழி வரலாற்றில் சில செப்பேடுகள்

அலகு-5

மொழிப் பயிற்சி

சொல் வேறுபாடு / பிழை தவிர்த்தல்

- வாசிப்பது – வாசிப்பவர்
- சுவர்- சுவரில்
- வயிறு - வயிற்றில்
- கோயில்- கோவில்
- கறுப்பு – கருப்பு
- இயக்குநர்-இயக்குனர்
- சில்லறை-சில்லரை
- முறித்தல் – முரித்தல்
- மனம்-மனசு- மனது
- அருகில்-அருகாமையில்
- அக்கரை- அக்கறை
- மங்கலம்- மங்களம்.

பயிற்சி :

- பிழையான சொற்களை ஒரு பத்தியில் கொடுத்து அந்தப் பிழையான சொற்களைச் சரியாக எழுதச் செய்தல்
- சிறிய பத்தி ஒன்றை ஆங்கிலத்தில் கொடுத்து அதனைத் தமிழில் மொழிபெயர்க்க வைத்தல்.

HINDI

KAHANI, EKANKI AUR VYAKRAN

UNIT	DETAILS
I	Hindi Katha-Sahitya: Parichay • Kahani ke Tatva • Hindi ke Pramukh kahanikaro ka Parichay • Ekanki ke Tattva • Hindi ke Pramukh Ekankikaro ka Parichay
II	Hindi Kahaniya • Premchand – Bade Ghar ki Beti • Malathi Joshi – Vo Tera Ghar Yah Mera Ghar • Pita – Gyanranjan
III	Hindi Ekanki • Lakshmi ka Swagat – Upendranath Ashk • Vibhajan – Vishnu Prabhakar • Maa Baap – Sri Vishnu
IV	Vyakaran • Kriya Visheshan • Sambandh Bodhak • Samuchay Bodhak • Vismayadi Bodhak aadi shabdo ka prayog
V	Pratiyogi Pariksha par aadharit Nimnalikhit Vishayo se sambandhit Prashikshan Karya • Tamil Bhasha: Mahakavi Bharatiyar • Sanket Vikas dwara Lekhan kala aur Kahani Lekhan ka Vikas • Gadyansh dekhkar sahi Shirshak chunna • Pathit Vyakaran par aadharit Vakya rachna • Vibhinna Pratiyogi parikshao ke bare mein suchna pradan dena
Recommended Text	
1	Aath Ekanki Natak – Ed. Dr. Ramkumar Verma
2	Das Ekanki

MALAYALAM

OFFICE COMMUNICATION MALAYALAM

UNIT	DETAILS
I	This unit introduces basic communication skills in Malayalam. Salutation, Discourse markers , formal and informal communication strategies are also introduced.
II	This unit introduces word processing and Editing text Auto correct- spell check & grammar check, undo& redo Text formatting Changing case, drop caps, coloring & highlighting text, adding special characters, bullets & numbering.
III	This unit introduces the document formation compositional and typographical ways. Advanced page layout in word Borders, box, shading, page fills & back ground Module and Table & columns Creating tables Inserting tables from the menu & tool bar, drawing tables Manipulating tables Selecting tables elements, inserting & deleting columns & rows, adjusting table properties, are introduced . This unit introduces the Printing word documents Using print preview. Practical knowledge in different fonts and Unicode
IV	This Unit Introduces blog writing, technical writing, content editing, Proof reading, new making (Writing for career)
V	This unit introduces Malayalam for Competitive Exams. Reading comprehension, reasoning , inferential comprehension, analogical creations(Competitive Malayalam)
VI	Malayalam for language Specific Exams for writing UPSC, PSC exams
Recommended Text	
1	Bharanabhasha: The State language Institute
2	Business Communication for Success: Publisher: University of Minnesota Libraries Publishing



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES



(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023–2024)

PART II - English

Semester	Course	Title of the Course	Course Code
II	English	General English -II	HJ2EN21

GENERAL ENGLISH - II

UNIT	DETAILS
I	RESILIENCE Poem 1.1 Don't Quit – Edgar A. Guest 1.2 Still Here – Langston Hughes Short Story 1.3 Engine Trouble – R.K. Narayan 1.4 Rip Van Winkle – Washington Irving
II	DECISION MAKING Short Story 2.1 The Scribe – Kristin Hunter 2.2 The Lady or the Tiger - Frank Stockton Poem 2.3 The Road not Taken – Robert Frost 2.4 Snake – D. H Lawrence
III	PROBLEM SOLVING Prose life Story 3.1 How I taught My Grandmother to Read – Sudha Murthy Autobiography 3.3 How frog Went to Heaven – A Tale of Angolo 3.4 Wings of Fire (Chapters 1,2,3) by A.P.J Abdul Kalam
IV	Tenses 4.1 Present 4.2 Past 4.3 Future 4.4 Concord
V	English in the Workplace 5.1 E-mail – Invitation, Enquiry, Seeking Clarification 5.2 Circular 5.3 Memo 5.4 Minutes of the Meeting
Recommended Text	
1	Martin Hewings. Advanced English Grammar. Cambridge University Press, 2000
2	SP Bakshi, Richa Sharma. Descriptive English. Arihant Publications (India) Ltd., 2019.
3	Sheena Cameron, Louise Dempsey. The Reading Book: A Complete Guide to Teaching Reading. S & L. Publishing, 2019.
4	Barbara Sherman. Skimming and Scanning Techniques, Liberty University Press, 2014.
5	Phil Chambers. Brilliant Speed Reading: Whatever you need to read, however. Pearson, 2013.
6	Communication Skills : Practical Approach Ed. Shaikh Moula 9 9 Ramendra Kumar. Stories of Resilience, Blue Rose Publications, 2020.

ORGANIZATIONAL BEHAVIOUR

UNIT	Details
I	INTRODUCTION : Concept of Organizational Behavior (OB): Nature, Scope and Role of OB: Disciplines that contribute to OB; Opportunities for OB (Globalization, Indian workforce diversity, customer service, innovation and change, networked organizations, work-life balance, people skills, positive work environment, ethics)
II	INDIVIDUAL BEHAVIOUR: 1. Learning, attitude and Job satisfaction: Concept of learning, conditioning, shaping and reinforcement. Concept of attitude, components, behavior and attitude. Job satisfaction: causation; impact of satisfied employees on workplace. 2. Motivation : Concept; Theories (Hierarchy of needs, X and Y, Two factor, McClelland, Goal setting, Self-efficacy, Equity theory); Job characteristics model; Redesigning jobs, 3. Personality and Values : Concept of personality; Myers- Briggs Type Indicator (MBTI); Big Five model. Relevance of values; Linking personality and values to the workplace (person-job fit, person-organization fit) 4. Perception, Decision Making: Perception and Judgments; Factors; Linking perception to individual decision making:
III	GROUP BEHAVIOUR : 1. Groups and Work Teams : Concept : Five Stage model of group development; Group norms, cohesiveness ; Group think and shift ; Teams; types of teams; Creating team players from individuals and team based work (TBW) 2. Leadership : Concept; Trait theories; Behavioral theories (Ohio and Michigan studies); Contingency theories (Fiedler, Hersey and Blanchard, Path- Goal);
IV	ORGANISATIONAL CULTURE AND STRUCTURE: Concept of culture ; Impact (functions and liability); Creating and sustaining culture: Concept of structure, Prevalent organizational designs: New design options
V	ORGANISATIONAL CHANGE, CONFLICT AND POWER: Forces of change; Planned change; Resistance; Approaches (Lewin's model, Organisational development);. Concept of conflict, Conflict process; Types, Functional / Dysfunctional. Introduction to power and politics.
Reading List	
1.	Neharika Vohra Stephen P. Robbins, Timothy A. Judge, <i>Organizational Behaviour</i> , Pearson Education, 18 th Edition, 2022.
2.	Fred Luthans, <i>Organizational Behaviour</i> , Tata McGraw Hill, 2017.
3.	Ray French, Charlotte Rayner, Gary Rees & Sally Rumbles, <i>Organizational Behaviour</i> , John Wiley & Sons, 2011
4.	Louis Bevoc, Allison Shearsett, Rachael Collinson, <i>Organizational Behaviour Reference</i> , Nutri Niche System L L C (28 April 2017)
5.	Dr. Christopher P. Neck, Jeffery D. Houghton and Emma L. Murray, <i>Organizational Behaviour: A Skill-Building Approach</i> , SAGE Publications, Inc; 2nd edition (29 November 2018).

ACCOUNTING FOR MANAGEMENT II

UNIT	Details
I	Cost accounting – Meaning, nature, scope and functions, need, importance and limitations - Cost concepts and classification – Cost sheets– Tenders & Quotation
II	Management accounting – Meaning, nature, scope and functions, need, importance and limitations – Management Accounting vs Cost Accounting. Management Accounting vs. Financial Accounting. Analysis and Interpretation of financial statements – Nature, objectives, essentials and tools, methods – Comparative Statements, Common Size statement and Trend analysis.
III	Ratio Analysis – Interpretation, benefits and limitations. Classification of ratios - Liquidity, Profitability, turnover. Cash flow and Funds flow statement.
IV	Budgets and budgetary control– Meaning, objectives, merits and demerits – Sales, Production, flexible budgets and cash budget
V	Marginal Costing – CV P analysis – Breakeven analysis
Reading List	
1.	Gupta, R.L and M. Radhaswamy. Advanced Accountancy, Sultan Chand & Sons, 2016.
2.	T.S. and A.Murthy. Management Accounting. Chennai: Margham, 2007.
3.	Jain S. P and K. L Narang. Advanced Accountancy(PartII).Kalyani, 2007.
4	Maheshwari S. N, Advanced Accountancy (Part1I).Vikas,2007.
5	Man Mohan and S.N. Goyal. Principles of Management Accounting. Agra: Sahitya Shawan, 2017.

BUSINESS REGULATORY FRAME WORK

UNIT	Details
I	Brief outline of Indian Contracts Act-Special contracts Act
II	Sale of goods Act – Contract of Agency
III	Brief outline of Indian Companies Act 1956.- kinds – formation – MOA – AOA – Prospectus - Appointment of Directors- Duties-Meeting – Resolutions -Winding up
IV	Consumer Protection Act – RTI
V	Brief outline of Cyber laws – IT Act 2000 & 2008
Reading List	
1	Tulsian.P.C Business Law (2018) Third Edition, Mc Graw Hill Publications
2	Pillai R S N, Bhagavati, Business Law, Third Edition, Sultan Chand
3	N D Kapoor (2019), Elements of Merchantile Law, Sultan Chand & Sons
4	Constitutional Law – Dr.M.R. Sreenivasan & Ananda Krishna Deshkulkarni
5	Business Law (Commercial Law) – Dr.M.R.Sreenivasan

MANAGERIAL SKILL DEVELOPMENT

UNIT	Details
I	Self: Core Competency, Understanding of Self, Components of Self— Self-identity, Self- concept, Self - confidence and Self-image. Skill Analysis and finding the right fit. Self- learning styles, attitude towards change and applications of skills.
II	Self Esteem: Meaning & Importance, Components of self-esteem, High and low self-esteem, measuring our self-esteem and its effectiveness, Personality mapping tests, Appreciative Intelligence.
III	Building Emotional Competence: Emotional Intelligence — Meaning, Components, Importance and Relevance, Positive and Negative Emotions., Healthy and Un healthy expression of Emotions, Thesis – phase model of Creative Thinking: ICEDIP model.
IV	Thinking skills: The Mind / Brain / Behaviour, thinking skills, Critical Thinking and Learning, Making Predictions and Reasoning, Memory and Critical Thinking, Emotions and Critical Thinking. Creativity: Definition and meaning of creativity, The nature of creative thinking, Convergent and Divergent thinking, Idea generation and evaluation(Brain Storming),Image generation and evaluation.
V	Communication related to course: How to make oral presentations, conducting meetings, reporting of projects, reporting of case analysis, answering in Viva Voce, Assignment writing Debates, presentations, role plays and group discussions on current topics. Audio and Video Recording of the above exercises to improve the non-verbal communication and professional etiquettes.
Reading List	
1.	Managerial Skill Articles
2.	The Management Skills of SALL Managers – Si SAL Journal
3.	Managerial Skills by Dr. K. Alex S.CHAND
4.	Managerial Skills 2 by Cynthia Menezes, Prabhu, Pento Print Publishing LLP
5.	Gallagher (2010), Skills Development for Business & Management Students, Oxford University Press. PROF. SANJIV

BUSINESS ETIQUETTE AND CORPORATE GROOMING

UNIT	Details
I	Introduction to Business Etiquette : Introduction – ABCs of etiquette-meeting and greeting scenarios – principles of exceptional work behavior- role of good manners in business – professional conduct and personal spacing.
II	Workplace Courtesy and Business Ethics: Workplace Courtesy- Practicing common courtesy and manners in a workplace – Etiquette at formal gatherings - Professional qualities expected from an employer's perspective - Hierarchy and Protocol. Ethical issues -preventing sexual harassment – conflict resolution strategies- Choosing appropriate ift in the business environment- real life work place scenarios –company policy for business etiquette.
III	Telephone Etiquette, email etiquette and Disability Etiquette Mastering the telephone courtesy, handling rude or impatient clients - internet usage in the workplace, email etiquette, online chat etiquette guidelines-Basic disability Etiquette practices
IV	Diversity and Cultural Awareness at Workplace Impact of diversity –Cultural Sensitivity –Taboos and Practices – Inter – Cultural Communication.
V	Business Attire and Professionalism Business style and professional image –dress code – guidelines for appropriate business attire – grooming for success.
Reading List	
1.	Journal of Computer Mediated Communication By ICA
2.	Business and Professional Communication by Sage Journals
3.	Business Etiquette Made Easy: The Essential Guide to Professional Success by My ka Meier, Sky horse
4.	Emily Post's The Etiquette Advantage in Business: Personal Skills for Professional Success by Peggy Post and Peter Post, William Morrow
5.	Shital Kakkar Mehra, "Business Etiquette: A guide for the Indian Professional", Harper Collins Publisher (2012)



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UGPROGRAMMES



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PART - I - LANGUAGES

Semester	Course	Title of the Course	Course Code
III	Tamil	தமிழ் கற்பித்தல்	HJ1TA31
		தமிழக வரலாறும் பண்பாடும்	HJ1TL31
	Hindi	Patra Lekhanaur Paribhashik Shabdavali	HJ1HD31
	Malayalam	Poetry	HJ1MY31

பொதுத்தமிழ் -3

தமிழக வரலாறும் பண்பாடும் இரண்டாம் ஆண்டு – மூன்றாம் பருவம்

அலகு-1	தொல் பழங்கால வரலாறும் சங்ககால வரலாறும்
	1. தொல் தமிழர் 2. பழைய கற்காலம் 3. புதிய கற்காலம் 4. உலோகக் காலம் 5. அகழ்வாராய்ச்சியில் தமிழும் தமிழரும் (கீழடி வரை) 6. திணை வாழ்வியல் (களவு வாழ்க்கை, கற்பு வாழ்க்கை, உணவு, அணிகலன்கள், வாணிகம், விளையாட்டுகள்)
அலகு-2	ஆட்சியர் வரலாறு
	1. மூவேந்தர் வரலாறு 2. பல்லவர் வரலாறு 3. நாயக்கர் ஆட்சி 4. முகம்மதியர் ஆட்சி 5. மராட்டியர் ஆட்சி
அலகு-3	ஐரோப்பியர் கால வரலாறு
	1. போர்த்துக்கீசியர் 2. டச்சுக்காரர்கள் 3. டேனிஸ்காரர்கள் 4. பிரெஞ்சுக்காரர்கள் 5. ஆங்கிலேயர்கள் 6. பாளையக்காரர்கள் 7. இந்திய விடுதலைப் போராட்டத்தில் தமிழ்நாடு
அலகு-4	விடுதலைக்குப்பின் தமிழ்நாட்டு வரலாறு
	1. மொழிப்போராட்டம் 2. சமூக மறுமலர்ச்சி 3. தொழில்நுட்ப வளர்ச்சி
அலகு-5	மொழிப்பயிற்சி
	• நிறுத்தக் குறிகள் • கலைச்சொற்கள் • மொழிபெயர்ப்பு பயிற்சி :ஆங்கிலக் கலைச் சொற்களைக் கொடுத்து அவற்றைத் தமிழில் மொழிபெயர்க்கச் செய்தல்.
Text books	
• தமிழக வரலாறும் பண்பாடும் - கே.கே. பிள்ளை, உலகத் தமிழாராய்ச்சி நிறுவனம், சென்னை, • தமிழர் நாகரிகமும் பண்பாடும் - அ. தட்சிணாமூர்த்தி, யாழ் வெளியீடு, சென்னை,. • தமிழக வரலாறும் பண்பாடும் - வே.தி. செல்லம், மணிவாசகர் பதிப்பகம், சென்னை, • ஆதிச்சநல்லூர் முதல் கீழடி வரை நுவேதா லூயிஸ், கிழக்குப் பதிப்பகம், சென்னை. • பண்பாட்டு மாணிடவியல் - பக்தவத்சல பாரதி, அடையாளம் பதிப்பகம், திருச்சி. • தமிழர் மேல் நிகழ்ந்த பண்பாட்டுப் படையெடுப்புகள், க.ப. அறவாணன், தமிழக்கோட்டம், சென்னை.	

HINDI

Semester - III

Patra Lekhanaur Paribhashik Shabdavali

Unit I

Niji Patra

- Niji Patra–Arthaur Bhed
- Pitaji/Mataji kenaam patra
- Mitra, Bhaiaadi kenaam patra
- Paribhashik Shabdawali–20 words

Unit II

Samajik Patra

- Samajik Patra–Arthaur Bhed
- Aavedan Patra–Noukri, Chuttiaadi
- Dak Adhikari kenaam patra
- Paribhashikshabdawali–20 words

Unit III

Vyavasayik Patra

- Vyavasayik Patra–Arthaur Bhed
- Prakashak kenaam patra
- Shikayathi
- Paribhashikshabdawali–20 words

Unit IV

- Samanya Parichay
- Sarkari Patra
- Ardh-Sarkari Patra
- Gyapan, Paripatra
- Anusmarak
- ParibhashikShabdawali–20words

Unit V

- Precise Writing And Applied Grammar (Ling,VachanandKarak)

Reference Books

1. Viyavaharik Hindi,Hindi Pracharpress,T.Nagar,Madras-600017
2. Alekhanaur Tippan–Prof.Viraj
3. Alekhan-Kichlu

सेमेस्टर 3 पत्र लेखन और पारिभाषिक शब्दावली

Unit I

निजी पत्र लेखन

- निजी पत्र – अर्थ और भेद
- पिताजी/माताजी के नाम पत्र
- मित्र, भाई आदि के नाम पत्र
- पारिभाषिक शब्दावली – प्रशासनिक

Unit II

सामाजिक पत्र लेखन

- सामाजिक पत्र – अर्थ और भेद
- आवेदन पत्र – नौकरी, छुट्टी आदि

- डाक अधिकारी के नाम पत्र
- नगरपालिका के नाम पत्र
- परिवहन प्राधिकरण के नाम पत्र
- पारिभाषिक शब्दावली – विधि

Unit III

व्यावसायिक पत्र लेखन

- व्यावसायिक पत्र – अर्थ और भेद
- प्रकाशक के नाम पत्र
- पूछ-ताछ
- शिकायती
- क्षतिपूर्ति आदि विषयों पर पत्र लेखन
- पारिभाषिक शब्दावली – पदनाम व मंत्रालयों के नाम

Unit IV s)

कार्यालयी पत्राचार

- सामान्य परिचय
- सरकारी पत्र
- अर्ध-सरकारी पत्र
- ज्ञापन, परिपत्र
- अनुस्मारक
- अधिसूचना
- आवेदन आदि ।
- पारिभाषिक शब्दावली – बैंकिंग

Unit V

संक्षिप्तीकरण और व्यावहारिक व्याकरण

- संक्षिप्तीकरण
- लिंग,
- वचन और
- कारक

Reference Books

- 1 व्यावहारिक हिन्दी, दक्षिण भारत प्रचार सभा, हिन्दी प्रचार प्रस, टी नगर, चेन्नै
- 2 आलेखन और टिप्पण – प्रो. विराज
- 3 आलेखन – किचलू

MALAYALAM

Semester III

PAPER III – POETRY

UNITS	
I	This unit focus on significance of Malayalam Poetry and trends. To familiarize the early stages of Malayalam poetry- Folklore heritage-Pattu-Bhakthi movement-Cherussery-Ezhutachan-Kunjan Nambiar- Detailed study : Jaritha Vilapam(Mahabharatam kilippattu)Ezhutachan
II	Romanticism –Asan- Ulloor – Vallathol Detailed study : 1. Veena Poovu (First 7 slokas only)- Asan 2. Aa poomala- Changampuzha
III	Modernity in Malayalam poetry- First phase Post Independent India and Modernization of Nation in Malayalam poetry Detailed study 1. Yuga Parivarthanam- Vailoppilli Sreedhara Menon 2. Gandhiyum Godseyum- N .V.Krishna Warriar
IV	Modernity in Malayalam poetry- second phase Detailed Study 1. Gajendra moksham _ Sugathakumari 2. Kozhi – Kadammanitta 3. Megharoopan – Aattoor Ravi Varma 4. Budhanum Attin kuttium – A. Ayyappan

V	This unit introduces the nature of samakalika kavitha It also evaluates s a m a k a l i k a kavitha,- the contemporary poetry originated after modern poetry- women, Dalit, environment and cyber issues. Detailed study 1.Pattanbipuzhamanalil – P P Ramachandran 2.Malayalakavithakku oru Kathu- S. Joseph 3.Thoramazha – Rafeek Ahammad 4.Muttamadikkumbol – Anitha Thampi 5.Survey of India-B.M.Manoj
Recommended Text	Puthukavitha Ed by Dr.O.K.Santhosh.Madras University Publication (5 poems only) (a) pattambipuzhamanalil, (b) Malayala kavithakku oru kathu, (c) Muttamadikkumbol, (d) Thoramazha, (e) Survey of India



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UGPROGRAMMES



(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023–2024)

PART - II - LANGUAGES

Semester	Course	Title of the Course	Course Code
III	English	GENERAL ENGLISH - III	HJ2EN31

SECOND YEAR - SEMESTER III
PAPER II – GENERAL ENGLISH

Unit No.	Unit Title &Text	No. of Periods for the Unit
I	ACTIVE LISTENING Short Story In a Grove – Akutagawa Ryunosuke Translated from Japanese by Takashi Kojima The Gift of the Magi– O’Henry Prose Listening–Robin Sharma Nobel Prize Acceptance Speech–Wangari Maathai	20
II	INTERPERSONAL RELATIONSHIPS Prose Telephone Conversation– Wole Soyinka Of Friendship –Francis Bacon Song (Motivational/ Narrative) Ulysses–Alfred Lord Tennyson And Still I Rise–Maya Angelou	20
III	COPING WITH STRESS Poem Leisure–W.H.Davies Anxiety Monster–Rhona Mc Ferran Readers Theatre The Forty Fortunes: A Tale of Iran Where there is a Will – Mahesh Dattani	20
IV	Grammar Phrasal Verbs & Idioms Modals and Auxiliaries Verb Phrases –Gerund, Participle, Infinitive	15
V	Composition/ Writing Skills Official Correspondence–Leave Letter, Letter of Application, Permission Letter Drafting Invitations Brochures for Programmes and Events	15

Text Books (Latest Editions)

1	Wangari Maathai–Nobel Lecture. Nobel Prize Outreach AB 2023. Jul 2023.
2	Mahesh Dattani, Where there is a Will. Penguin, 2013.
3	Martin Hewings, Advanced English Grammar, Cambridge University Press, 2000
4	Essential English Grammar by Raymond Murphy

Marketing Management

UNIT	Details
I	Fundamentals of Marketing –Market - Classification of Market - Role of Marketing - Importance – Modern Marketing - Marketing Functions - Concept of Marketing Mix –Marketing Approaches
II	Market Segmentation and product – Need And Basis of Segmentation -Product – Characteristics – Benefits – Classifications – Product Mix-New Product Development Process- Product Life Cycle
III	Pricing – Meaning - Objectives - SignificanceBasic Principles of pricing - Methods of pricing - pricing policies and strategies - pricing process - Factors affecting Pricing Decisions
IV	Physical Distribution: Meaning- Importance – Features - Type of channel of distribution - Function of channel members – Factors influencing the channel selection
V	Promotion - Promotion mix - Sales Promotion tools - Objectives - Importance - Factors determining promotion mix – Digital Marketing - Application and benefits

Reading List
Philip Kotler & Gary Armstrong, Principles of Marketing: A South Asian Perspective, Pearson Education, 2018.
Rajan Saxena, Marketing Management, Tata Mc Graw Hill, 2017.
L.Natarajan, Marketing, Margham Publications, 2017.
J P Mahajan & Anupama Mahajan, Principles of Marketing, Vikas Publishing House, 2017.
K Karunakaran, Marketing Management, Himalaya Publishing House,2017.

Financial Management

UNIT	Details
I	Meaning, objectives and Importance of Finance – Sources of finance – Functions of financial management – Role of financial manager in Financial Management.
II	Capital structures planning - Factors affecting capital structures – Determining Debt and Equity proportion – Theories of capital structures – Leverage concept.
III	Cost of capital – Cost of equity – Cost of preference share capital – Cost of debt – Cost of retained earnings – Weighted Average (or) Composite cost of capital (WACC)
IV	Capital Budgeting: ARR, Pay back period, Net presentvalue, IRR, Capital rationing, simple problems on capital budgeting methods.
V	Working capital – Components of working capital – operating cycle – Factors influencing working capital – Determining (or) Forecasting of working capital requirements.

Reading List	
1.	Dr. Kulkarni and Dr. SathyaPrasad, Financial Management, 13 th Edition 2011
2.	Advanced Financial Management kohok, M A, Everest Publishing House
3.	Financial Management Kishore R M, Taxman Allied Service
4.	Strategic Financial Management Jakhotiya
5.	Financial Management & Policy Srivastava, R M Himalaya

Business Statistics

UNIT	Details
I	Introduction – Meaning and Definition of Statistics – Collection and Tabulation of Statistical Data – Presentation of Statistical Data – Graphs and Diagrams-
II	Measures of Central Tendency – Arithmetic Mean, Median and Mode – Harmonic Mean and Geometric Mean.
III	Measures of Variation – Standard Deviation – Mean deviation – Quartile deviation
IV	Simple Correlation – Scatter Diagram – Karl Pearson's Correlation – Rank Correlation – Regression.
V	Testing of hypothesis – Chi-Square test, T Test, F Test, ANOVA.

Reading List	
1.	P.R. Vittal, Business Mathematics and Statistics, Margham Publications, Chennai, 2004.
2.	S.P. Gupta, Statistical Methods, Sultan Chand & Sons, New Delhi, 2007.
3.	S.P. Gupta, Elements of Business Statistics, Sultan Chand & Sons, New Delhi, 2007
4.	J.K. Sharma, Business Statistics, Pearson Education, New Delhi, 2007.
5.	Business Statistics & OR - Dr. S. P. Rajagopalan, Tata McGraw-Hill

Computer Application in Business (Practical Subject)

UNIT	Details
I	Introduction, Menus, Shortcuts, Document types, working with Documents-Opening, Saving, Closing, Editing Document, Using Toolbars, Rulers, Help, Formatting Documents-Setting font, paragraph, Page Style-Setting foot notes, page break, Line break, creating sections and frames, Inserting clip arts, pictures, Setting document styles, Creating Tables- Settings, borders, alignments, Merging, splitting, sorting rows and columns, Drawing-Inserting, drawing, formatting, grouping, ordering, rotating pictures, Tools- Word completion, Spell check.
II	Introduction, Spread sheet application, Tool bars and icons, Spreadsheet-Opening, saving, closing, setting margins, Converting file to different formats, spread sheet addressing, Entering And Editing Data- Copy, cut, paste, undo, redo, find, search, replace, filling continuous rows and columns, inserting data cells, columns, rows and sheet, Basic formulas, Functions Types- Mathematical, Group, string, date and time, Formatting Spread Sheet- Alignment, font, border, hiding, locking, cells, Highlighting values, background color, bordering and shading, Working With Sheet-Sorting, filtering, subtotals, Charts-Selecting, formatting, labeling, scaling, spell check
III	Introduction, opening new presentation, Presentation templates, presentation layout, Creating Presentation- adding text, Formatting- Adding style, color, gradient fills, arranging objects, adding header and footer, slide background, slide layout, Slide Show, Inserting pictures,movies, Adding Effects-Setting animation and transition effects, audio and video.
IV	Database introduction - Creating Database - Creating Table - Modifying Data in Table
V	Use Google forms to develop & share questionnaire.

Reading List
International Journal of Computer Applications in Technology
International Journal of Computer Applications – IJCA
P.Rizwan Ahmed; Computer Application in Business, Margham Publications, 2019.
Computer Application in Business (Tamil Nadu) by Dr. R.Paramaeswaran
Taxmann's Basics of Computer Applications in Business by Hem Chand Jain and H.N. Tiwari, Taxmann Publications Private Limited .

Exercise Word:

1. Create table with five columns and six rows. Do the following options using that table:
a) Sorting, b) The sum function c) Merge cell d) Table headings
Convert Text to a table, Splitting a Table and Table AutoFormat. Show with example.
2. Assuming yourself as the General Manager of a company draft an appointment letter to a candidate short-listed through an interview.
3. Create at least two pages of text with multicolumn layouts like magazines and newspapers.
Add the following options: a) Borders and shading for title b)
Use WordArt for heading c) Use Text Box

EXERCISES: Excel

1. Prepare a Mark Sheet of a School for 10 Students with 6 Subjects details and Calculate how many students pass and fail by including one column as result in the mark sheet.
2. Prepare an EMPLOYEE Database of an Organization with the following details: (Atleast 10 Details) Name, Emp Id, Gender, Address, Phone No, E-Mail Id Qualification, Designation, Department, Salary, Year Of Joining And Working Station Draw chart to find out the % of Male & Female working (Pie chart)
3. Graphically present the following sales data from ABC Corporation Limited

Zone	Sales in Lakhs			
	1st quarter	2nd quarter	3rd quarter	4th quarter
North	23	26	32	30
South	21	25	30	30
East	24	26	29	27
West	21	26	28	29

EXERCISES: Power Point

1. Present the agenda of the Annual General Meeting of a company using PowerPoint.
 - a) Set a suitable timing between two slides.
 - b) Use appropriate templates, fonts and styles.
 - c) Store a copy of the presentation as a PowerPoint show (ie., with a pps extension)
 - d) The timing between slides is 30 seconds
 - e) Use different animation effects for each slide. Prepare at least seven slides.
2. Design presentation slides for a products of your choice the slides must include name, brand name, type of product, characteristics, special offers, price etc.
 - a) Changing background colour, font colour using wordart.
 - b) Use manual mode for the slide show.
 - c) Use Top-down, Bottom-up, Zoom in and Zoom out effects.

EXERCISES: Access

- i. Create a table, form and report for the database: —Patient details
- ii. Fields are: patient, Patient name, Patient age, Patient Gender, Patient address, Patient phone, Patient mobile, Patient email, Doctor detail, Patients reports (At least 10 records should be included).

Google Form:

1. Create a Quiz using Google form
2. Create a survey using Google form

New Venture Management

UNIT	Details
I	Concept of Entrepreneurship – Evolution - importance – Importance of entrepreneurship, developing creativity and understanding innovation, stimulating creativity
II	Developing Successful Business Ideas: Recognizing Opportunities and Generating Ideas - Entry strategies: New Product – Franchising - Buying an existing firm.
III	Feasibility Analysis: Marketing, Technical and Financial Feasibility analysis - Industry and Competitor Analysis-assessing a New Venture's Financial Strength and Viability
IV	Moving from an Idea to a New Venture: Preparing the Proper Ethical and Legal Foundation- Building a New-Venture Team – Leadership - Corporate Entrepreneurship, Social Entrepreneurship.
V	Financing the New Venture: Financing entrepreneurial ventures - Valuation of a new company - Arrangement of funds - Alternate Source of Funding - Start-ups, MSMEs, any new venture

Reading List	
1.	Journal of Business Venturing – Elsevier
2.	Technology, Innovation, Entrepreneurship and Competitive Strategy, Emerald
3.	Entrepreneurship: New Venture Creation (2016) David H. Holt, Pearson Education India,
4.	Entrepreneurship and New Venture Creation; Arun Sahay, V. Sharma; Excel Book (2008)
5.	Entrepreneurship ,11 th Edition , By Robert D. Hisrich, Michael P.Peters, Dean A.Shepherd , Sabyasachi Sinha , Mc Graw Hill



MANONMANIAM SUNDARANAR UNIVERSITY -TIRUNELVELI
UG PROGRAMMES



**(FOR THOSE WHO JOINED THE PROGRAMMES FROM THE ACADEMIC YEAR 2023-2024
ONWARDS)**

B.B.A.			
Semester	Course	Title of the Course	Course Code
IV	Part I –Languages (Tamil)	தமிழும் அறிவியலும்	HJ1TL41
	Part II – Languages (English)	General English IV	HJ2EN41
	Core – VII	Business Environment	HJMBA41
	Core – VIII	Human Resource Management	HJMBA42
	Major Elective - IV	Operations Research	HJEBA41
	Skill Enhancement Course - V	Tally	HJSBA41
	NMC /Substitute Paper	Intellectual Property Rights	HJNBA41
	Value Education	Value Based Education (Common)	HJVBE41

தமிழும் அறிவியலும்

அலகு-1	தமிழரின் அறிவியல் சிந்தனைகள்
	• அறிவியலும் மனித வாழ்வும் • ஐந்திணைப் பகுப்பும் சூழலியலும் • தொழில்நுட்ப மேலாண்மை • நீர் நில மேலாண்மை
அலகு-2	பழந்தமிழ் இலக்கியங்களில் அறிவியல் சிந்தனைகள்
	1. நிலவியல் 2. உலோகவியல்

	3. வானவியல் 4. உயிரியல் 5. உளவியல்
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அலகு-3	இடைக்கால இலக்கியங்களில் அறிவியல் சிந்தனைகள்
	1. காப்பியங்களில் அறிவியல் 2. சிற்றிலக்கியங்களில் அறிவியல் 3. உரைநூல்களில் அறிவியல்

அலகு-4	இணையத் தமிழ்
	1. இணையத் தமிழ் பயன்பாடு - அறிமுகம் 2. இணையத்தமிழ்க் கல்விக்கழகம் 3. இணைய நூலகம் 4. செயற்கை நுண்ணறிவியல் 5. தமிழ்நாட்டு அறிவியல் ஆளுமைகள்

அலகு-5	கடிதம் எழுதுதலும் கட்டுரை எழுதுதலும்
	• உறவு முறைக் கடிதப் பயிற்சி • அலுவலகக் கடிதப் பயிற்சி • விண்ணப்பப் படிவம் எழுதும் பயிற்சி • தன் விவரப் படிவம் எழுதும் பயிற்சி • கருத்து விளக்கக் கட்டுரைகள் எழுதும் பயிற்சி • பத்திரிகைகளுக்குக் கட்டுரை எழுதும் பயிற்சி

Text books

Reference Books

1. தமிழர் வேளாண்மை மரபுகள் - இல).செ.கந்தசாமி
- 2. சங்க இலக்கியத்தில் வேளாண் சமுதாயம், பெ.மாதையன், நியூ செஞ்சுரி புக் ஹவுஸ்
3. தமிழில் அறிவியல் இதழ்கள்சாமுவேல்- ரா.பார்வேந்தன் ஃபிஷ்கிறீன் பதிப்பகம், கோவை
4. அறிவியல் தமிழ் - பதிப்பாசிரியர் இராதா செல்லப்பன்,பாரதிதாசன் பல்கலைக்கழகம், திருச்சிராப்பள்ளி.
5. இணையத் தமிழ் வரலாறு, மு.பொன்னவைக்கோ, பாரதிதாசன் பல்கலைக்கழகம்
6. இணையத் தமிழ், சந்திரிகா சுப்பிரமணியம் - சந்திரோதயம் பதிப்பகம்

7. இணையமும் இனிய தமிழும் - துரை. மணியரசன், இசை பதிப்பகம்
8. கணினித் தமிழ், இல. சுந்தரம் - விகடன் பிரசுரம்
9. மாண்புமிகு மண், பாமயன், வம்சி பக்ஸ்
10. தமிழ் இலக்கியத்தில் அறிவியல் சிந்தனைகள் வானதி பதிப்பகம், சென்னை

SECOND YEAR - SEMESTER IV
PAPER II –GENERAL ENGLISH

UNIT	Details
I	GOAL SETTING (UNICEF) Life Story 1.1 From Chinese Cinderella – Adeline Yen Mah 1.2 Why I Write - George Orwell Short Essay 1.3 On Personal Mastery – Robin Sharma 1.4 On the Love of Life – William Hazlitt
II	INTEGRITY Short Story 2.1 The Taxi Driver – K.S. Duggal 2.2 Kabuliwala - Rabindranath Tagore 2.3 A Retrieved Reformation – O Henry Extract from a play 2.4 The Quality of Mercy (Trial Scene from the Merchant of Venice - Shakespeare)
III	COPING WITH EMOTIONS Poem 3.1 Pride – Dahlia Ravikovitch 3.2 Phenomenal Woman – Maya Angelou Reader's Theatre 3.3 The Giant's Wife A Tall Tale of Ireland – William Carleton 3.4 The Princess and the God : A Tale of Ancient India
IV	Language Competency Sentences 4.1 Simple Sentences 4.2 Compound Sentences 4.3 Complex Sentences Direct and Indirect Speech
V	Report Writing 5.1 Narrative Report 5.2 Newspaper Report Drafting Speeches 5.3 Welcome Address 5.4 Vote of Thanks
Text Books (Latest Editions)	1.Oxford Practice Grammar , John Eastwood, Oxford University Press
	2.Cambridge Grammar of English , Ronald Carter and Michael McCarthy
	3.George Orwell Essays, Penguin Classics

Business Environment

UNIT	Details
I	The concept to Business Environment: its nature and significance A brief overview of political, cultural, legal, economic, and social environments and the irimpact on business and strategic decisions
II	Political Environment: Functions of state, economic roles of government, government and legal environment.
III	Economic Environment: Business Cycles (Inflation, Deflation), Macro economic Parameters Like GDP, Growth Rate, Population, Urbanization, National Income, and Per Capita Income, and Their Impact on Business Decisions
IV	Social environment; cultural heritage; social attitudes; castes and communities Joint family systems; linguistic and religious groups
V	Technologyenvironment –Industry4.0-Meaning- Features-basic Applications and Uses-Block chain, AI, AR, Cloud, IOT, IIOT, Big Data and Analytics
References Books	Business Environment: A Test/Reference Book With Case Studies E-book: Prakash, NR Mohan
	Business Environment Ruchi Goyal Publisher: Neel kanth Publishers Pvt. Ltd.2019
	Business Environment, Fourth Edition, By Pearson
	Business Environment Indian And Global Perspective 3 Rd Edition by AHMED, FAISALALAM ,M. ABSAR, PHI Learning

HUMAN RESOURCE MANAGEMENT

UNIT	Details
I	Introduction - Characteristics - Functions - Nature and scope of Human Resources Management –Roles & responsibilities of HR manager-HR Policies & procedures-Differences Between personnel management and HRM
II	Human Resource Planning - Job Evaluation- methods-Job analysis-Job description, Job specification .Recruitment – Selection –Process, Methods–Interview, Tests, Induction and Placement
III	Training and Development , Training Process, Methods, Training Need Assessment , Career Development. Transfer and Promotion.
IV	Employee Engagement -Meaning-Importance- evaluation- measuring employee employee engagement- Employee Compensation- components-incentives-benefits-welfare and social security measures
V	Human Resource Audit –Nature–Benefits – Scope – Recent trends in HRM: Green HRM & Virtual HRM Practices,
References Books	VSP Rao, Human Resource Management :Text & Cases, Excel Books, 3 rd Edition ,2010
	K.Ashwathappa, Human Resource Management-Text and cases, McGraw Hill Education India, 6 th Edition
	Garry Deseler, Human Resource Management, Pearson, 15 th Edition, 2017
	LMPrasad,HumanResourceManagement,SultanChandandSons3 rd Edition , 2014
	Tripathi.PC,HumanResourceManagement,SultanChandandSons1st Edition, 2010

Operation Research

UNIT	Details
I	Introduction - Overview of Operation Research - Nature-Scope and Characteristics of OR-Features of OR Stages in OR –Limitations of Operational Research
II	Linear Programming problem -Concept and scope of OR, general mathematical model of LPP, steps of L.P model formulation, Graphical method of the solution of LPP-simple problems.
III	Vogel's approximation method to find the optimal solution.
IV	Network models -PERT and CPM — difference between PERT and CPM-constructing network-critical path, various floats, three-time estimates for PERT
V	Game Theory - Maximin-Minmax criterion, Saddle point, Dominance property, Graphical method for solving 2xn and mx2game. Decision Theory–statement Of Baye’s theorem application –decision trees.
References Books	P.R. Vittal&V.Malini,OperativeResearch–MarghamPublications–Chennai–17.
	P.K.Gupta & Man Mohan, Problemsin Operations Research–Sultan Chand & sons–New Delhi
	V.K.Kapoor,IntroductiontooperationalResearch–SultanChand&sons–New Delhi
	Hamdy A Taha, Operation Research–An Introduction prentice Hall of India-New Delhi
	P.Gupta, N.Aruna Rani, M.Haritha (2018), Operations Research and Quantitative Techniques, First edition, Himalaya Publishing House.

Tally

UNIT	Details
I	Basic of Accounting & Fundamentals of Tally. ERP9: Accounting Principles or Concepts, Rules for Accounting, Creation/ Setting up of Company in Tally ERP and Configuration.
II	Accounting Master in Tally. ERP: Groups & Ledgers Creation Inventory Master in Tally ERP: Creation of Stock Groups and Categories and Units of Measure.
III	Vouchers Entries & Advance Accounting in Tally. ERP:Types of Vouchers, Invoicing, Bill Wise Details, Cost Centers and Bank Reconciliation and Scenarios Management.
IV	Advance Inventory & Taxes in Tally. ERP9:Order processing, Batch Wise Details, POS, TDS, TDS Returns Filing, TCS, GST Returns, EPF, ESIC & Professional Tax.
V	Technological Advantages, Payroll, Report Generations, Short Keys in Tally. ERP
References Books	Shraddha Singh & Navneet Mehra, Tally. ERP 9,V&SPublishers, 2015
	Official Guide to Financial Accounting using Tally.ERP 9, Fourth Revised & Updated Edition, BPB Publications
	VinodKumar,Tally.ERP9 Made Easy, Accounting Education
	Bimlendu Shekhar, Tally Practical Work Book-1,2 nd Edition
	Asian's Quint essential Course Tally. ERP 9with GST by Vishnu Priya Singh edition 2020

Intellectual Property Rights

UNIT	Details
I	IPR Introduction: and the need for intellectual property right–IPR in India–Different Classifications– Important Principles of IP Management – Commercialization of Intellectual Property Rights by Licensing
II	Introduction–Classification–Importance– Types of Patent Applications in India - Patent able Invention– Inventions Not Patentable.
III	Introduction–Fundamentals –Concept–Purpose– Functions– Characteristics–Guidelines - For Registration of Trade Mark–Kinds of TM–Protection –Non-Register Trademarks
IV	Introduction to Copy right – Conceptual Basis– Copy Right and Related Rights–Author & Ownership of Copyright- Rights Conferred By Copy Right-Registration – Transfer –Infringement
V	Geographical Indications: Concept, Protection & Significance
References Books	Land mark Judgement son Intellectual Property rights by Kush Kalra. Central Law Publishing
	Intellectual Property Rights in India by V.k.Ahuja, Lexis Nexis
	Introduction To Intellectual Property Rights Soft bound By Singh, Phundan, Daya Publishing House
	Introduction To Intellectual Property Rights by Chawkam H.S,Oxford & Ibh
	Intellectual Property-Patents, Copyright, Trade Marks and Allied Rights By W Cornish and DL lewelyn and T Pain

VALUE BASED EDUCATION

(Common Syllabus)

UNIT	Details
I	Introduction to Value based Education a. Value: meaning and Classification b. Value based Education: Meaning, Characteristics, Components and Contents c. Value Erosion and Inculcation: Value crises in social life, economic life, and political life - Value inculcation: need and importance - Role of Parents and Teachers in inculcating values.
II	Harmony in Being and Living a. Harmony of the self (I) with the body: Nurturing of the body- Understanding myself as co-existence of the self and the body- Understanding needs of self and needs of the body- Understanding the activities in the self and activities in the body. b. Harmony in the Family, Society and Nature: Family as a basic unit of human interaction and values in relationships - Affection, care, guidance, reverence, Glory, gratitude, and love – Harmony in society: Justice preservation, Production Work, Exchange Storage Harmony in nature: four orders in nature- The holistic perception of harmony in existence.
III	Social Issues, Social Justice and Human Rights Social issues – causes and magnitude - alcoholism, drug addiction, poverty, Unemployment Social Justice: Definition and need – factors responsible for social injustice: caste and gender – contributions of social reformers. Human Rights: Concept and Principles of human rights – human rights and Indian constitution – Rights of Women and children – violence against women
IV	Values and Mass Media Mass media: Meaning, functions and characteristics – Effects and Influence on youth and children – Media Power – socio, cultural and political consequences of mass mediated culture - consumerist culture – Globalization – new media- prospects and challenges – Role of media in value building
V	Ethics Ethics: Meaning and importance Social ethics: tolerance, equity, justice for all, sensitivity towards mankind, love for nature and creatures, nationalism-love for nation, pride for nation, Honour to the law, Indian culture and traditions – Civic Sense: Being a good civilian Professional Ethics: Dedication to work and duty – Commitment to the Profession.

Reference	1. Allport, G.W., Vernon, P.E., and Lindzey, G. (1970) study of values, Buston: Houghton Mifflin. 2. Centaral Board of Secondary Education (1997), Value Education: A Handbook for Teachers, Delhi: Central Board of Secondary Education. 3. Delors, J. (1996), Learning: The Treasure within- Report of the International Commission on Education for the Twenty-First Century, Paris: UNESCO. 4. Morris, Charles W. (1956). Varieties of Human Values. Chikago: University of Chicago Press. 5. Shukla, R.P.(2005). Value Education and Human Rights. Sarup& Sons, New Delhi 6. Satchidananda. M.K. (1991), "Ethics, Education, Indian Unity And Culture" – Delhi, Ajantha Publications 7. Saraswathi. T.S. (Ed) 1999. Culture", Socialisation And Human Development: Theory, Research And Application In India" – New Delhi Sage Publications. 8. Venkataiah. N (Ed) 1998, "Value Education" New Delhi Ph. Publishing Corporation. 9. Chakraborti, Mohit (1997) "Value Education: Changing Perspectives" New Delhi: Kanishka Publications. 10. Adithya Shetty and K.Pushpanandan Rao (2000): as quoted in Jayarami Reddy, B., (2010): "Values of B.Ed. teacher trainees in relation to certain psycho-sociological variables in Andhra Pradesh", Unpublished Ph.D. Thesis, Department of Education, S.V.University, Tirupati, 11. Amareswaran, N. (2009): "Moral values of intermediate students", Published Ph.D. Thesis, Department of Education, S.V. University, Tirupati. 12. Chetty, K. M. (2004): "Perspective of value oriented education" paper presented at UGC National Seminar on value oriented education, organized by Dept. of education, S.V.University, Tirupati. 13. Chhaganlal, Nandini Man Sukhbai (1992): "A study of the value, adjustment, attitude in the teaching profession and academic achievement of researchers' children as compared to non-teachers children". [Ph.D. Edu. Saurashtra University] 14. Mahatma Gandhi at Wardha Conference (1937) : as quoted in Gawande, E. N., (1994): "Value oriented education vision for better living", Sarup and Sons Publishers 4740/23, Amsari Road, Darya Colony, New Delhi, p. 9. 15. Mohan Reddy (2011): "An analytical study of attitude of intermediate students towards value oriented education in relation to certain psycho-sociological variables", Ph.D. theses, S.V.University, Tirupati. 16. Rajasekhar Reddy (2002) quoted in Nagarjuna, T.I. (2009): "A study of attitudes of DIET students towards value oriented education in relation to intelligence, personality and other variables", Published Ph.D. Thesis, Department of Education, S.V. University, Tirupati. 17. Rajagopal (1989) quoted in Yella Reddy, B. (2009): "A study of moral judgment of intermediate students in relation to certain factors", Published Ph.D. thesis, S.V.University, Tirupati. 18. Awasthi D. Value based Education is the only solution to the problem of Crisis of Moral Values among the youth of India. Retrieved from: worldwide, 2014. journals.com/gra/file:php? 2014. 1411110022_81.pdf. 19. Brubacher, J.S. Modern Philosophies of Education, McGraw Hill Book
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	Company, INC, New York, 1950, Pp.93-95. 20. Chetty, K.M., Value Education: A Conceptual Analysis, 70th Session of Indian Philosophical Congress, Haridwar, 1995, Pp.3-4. 21. Dr. Jangaiah, C. Values Classification, APH Publishing Corporation, New Delhi, 1998, . 22. Prahallada, N.N, Value Education in India. Association of Indian Universities, New Delhi, 2000. 23. Rohidekar, S.R. Inculcation of values-how? APH Publishing Corporation, New Delhi, 1998. 24. Seshadri, C. Education in Values, APH Publishing Corporation, New Delhi, 1998, Pp.47- 48.
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